

KHAYAM SALEEM

STRATEGIC PROCUREMENT & CATEGORY MANAGEMENT LEADER (14+ YEARS)

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PROFESSIONAL SUMMARY

Highly accomplished award-winning Procurement Leader with an extensive track record of delivering cutting edge indirect & Marketing Procurement results in Fortune 500 Companies. Achievements with an outstanding track record in Strategic Sourcing, Global Procurement, Category Management, Transformation and Value creation projects as well as proven abilities to lead and work with large, cross-functional and multicultural global teams.

An effective communicator who is capable of translating complex ideas into actionable outcomes while being able to engage customers, suppliers, business users and stakeholders at all levels to achieve key business results and organizational KPIs.

KEY ACHIEVEMENTS

- Cost Reduction (productivity- hard cash) **by 55%** for 2019 & 2018 vs. 2017 prices.
- **\$6MM** Re-deployable savings delivered FY 2019-20, 1 year ahead of original targets for Indirect Category.
- **\$4MM** Re-deployable savings delivered FY 2019-20 from OPEX & CAPEX Heads.
- Procurement Driven Self-Sustained Model - Roll out & implementation of **Value Based Compensation Model** of **Creative & Media Agencies for Middle East North Africa Business Unit, resulted in 30 % increased Productivity.**
- Digitalize & Process Improvement of Pitch/RFI/RFQ, Cost negotiations & contracts through SAP (PS Tool/Ariba)
- Complete Transformation/Setup of Procurement Function for the PAR Region.
- Successfully negotiated deals with **Google, Microsoft (Savings \$6M) QUALCOMM (\$2M), Game Loft (\$3M)**
- Developed New Revenues Streams (different approach to each category) by adapting different fee models resulted in increased productivity for the whole region (In-House Post Production, Out of Home Bulk Buying etc.)

SPECIAL ASSIGNMENTS (INTERNATIONAL)

Tapped by the Top Leadership to take on Special Assignments based on Skill-Set & Performance:

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| 1) FIFA World Cup (Russia) | 5) Creative, Media, Brand Activations Pitches (USA) |
| 2) ICC Cricket World Cup (UK/Dubai) | 6) Global Workshops (Turkey/Egypt/Dubai) |
| 3) Coke Arena (Dubai) | 7) Global Charters (Europe) |
| 4) Coke Studio (PK/Middle East/Philippines/Africa) | |

PROFESSIONAL EXPERIENCE

The Coca-Cola Company **(2017- Present)** **Procurement Manager - HOD (Middle East & North Africa Business Unit)**

- Appointed by Middle East Business Unit to Setup & Head the Procurement Function across Pakistan & Afghanistan region, while supporting MENA (Middle East North Africa) Business Unit and EMEA (Europe Middle East Africa) Group Procurement.
- Expertise in **Procurement of all Indirect - Marketing & Support departments** spend; currently handling spend of **\$50M** that covers **Creative, Media, IT, Digital, Assets, Out of Home agencies, Production Houses, Activation agencies, Market Research Companies, Office Supplies, Fit-outs, Legal & Finance, Travel, Admin & Logistics.**
- Lead Source to Pay, RFPs, Negotiations and all bidding exercises across Marketing (DME), OPEX & CAPEX areas, and support internal stakeholders for their requirements.
- Lead negotiation of contracts & manage the implementation of Global MSA & LSA across the region.
- Responsible for appointment of vendors/agencies while ensuring compliance with Company's Policy.
- Engage stakeholders in strategic procurement strategies, compliance and risk management.

QMobile Pvt.LTD

(2014 - 2017)

Head of Procurement

- Head the Procurement Function- ATL (Creative/Media/Research agency pitching/bidding/negotiation & finalizing) BTL (Brand Activation, Events, Promotions, Out of Home, Retail Market, Asset buying, rental & renewals), Set Production (TV Shows, Brand integration Morning/Ramadan Transmission, Game Shows, Fashion shows and Sports Sponsorships) for entire QMobile Portfolio.
- Utilization of tools & techniques to profile, benchmark, research & assess the market, risk, competition, trends & new opportunities for ensuring continuous transforming business unit strategy into 7-step procurement strategy.
- Develop and execute Sourcing Strategies for Media, Advertising, PR and Celebrity sourcing.
- Successfully negotiated the deals with International MNC's i.e. **Google, Microsoft (Savings USD 6M) Qualcomm (USD 2M), GameLoft, Mobilink (USD 1M).**

Unilever

(2010 - 2014)

Procurement Manager

- Successfully handled the Procurement Portfolio of 31 brands i.e. (Food & Drinks, Home & Personal Care)
- Lead the team of Procurement Generalists in Pakistan & Bangladesh for Indirect procurement (IP)
- Drive all IP procurement **transformation initiatives**, including **No-PO-No-Pay compliance, automation, e invoicing, on time payment, sustainability, etc.**
- Responsible for Pitch, Hiring, Contracting, Renewal of all Agencies for Marketing/Brand team i.e. Creative & Media Agencies, Production & Talent Management House, Research and Out Of Home Companies, Experiential & Event Marketing agencies.
- Drive and support the recording of savings in tool (ISIS) and the implementation of cost savings, cost avoidance, and cash
- Collaborate with senior functional leaders to establish both short and long-term business objectives
- Lead the Indirect Procurement function to ensure that other functional areas (e.g., R&D, ES Supply Chain, etc.) receive quality, timely procurement service and assistance
- ***Managed to bring 35% Productivity FY 2013 & 2014 and 25%-30% FY 2010-2012***

Academic Qualification

Masters of Marketing – University of the Punjab